

**IN THE SPECIFICATION:**

The specification as amended below with replacement paragraphs shows added text with underlining and deleted text with ~~strike through~~.

Please REPLACE paragraph 4 with the following paragraph:

[0004] A conventional display apparatus 920, as shown in FIGS. 1 and 2, comprises a connector 921 such as a D-sub connector receiving analog RGB signals and horizontal/vertical synchronous signals from a graphic controller of a computer; an A/D converter 923 converting the analog RGB signals into digital signals; a scaler 924 fitting the digitalized horizontal/vertical synchronous signals and the digitalized RGB signals from the A/D converter 923 to the size of an LCD (liquid crystal display) panel 926, and transmitting them to a panel driving part 925; the panel driving part 925 driving the LCD panel 926 to operate; a backlight 928 adjusting the brightness of the LCD panel 926; a microprocessor 924941 controlling the foregoing components; and a power supply 927 supplying electric power to the foregoing components including the backlight 928 according to control of the microprocessor-~~924941~~.

Please REPLACE paragraph 5 with the following paragraph:

[0005] Further, the conventional display apparatus 920 comprises an OSD (on screen display) generator 929 generating an OSD signal, and an OSD control part 930 generating a key signal. The OSD control part 930 includes an OSD button 932 placed in the front of the display apparatus 920, and a key signal generator 931 generating a key signal when the OSD button 932 is pressed. Therefore, when a user presses the OSD button 932, the key signal generator 931 transmits the key signal to the microprocessor 924941 in response to the pressed OSD button 932, and the microprocessor 924941 controls the OSD generator 929 according to the key signal transmitted from the key generator 931, thereby activating an OSD menu 933 on the LCD panel 926. As described above, the conventional display apparatus 920 employs the OSD generator 929 and the OSD control part 930 to adjust display settings such as the size, the position, the contrast, the color temperature, the resolution, etc. of a picture area.

Please REPLACE paragraph 117 with the following paragraph:

[0117] Meanwhile, when a user selects the magic bright button 350, the magic bright setting window 351 is opened. Through the magic bright setting window 351, a user can adjust magic bright setting. The magic bright setting is to adjust the brightness of the picture displayed on the picture area

according to a specific type picture, so that the magic bright setting window 351 includes a plurality of setting buttons 352325a, 352325b, 352325c according to the specific type picture. In this embodiment, the setting buttons includes a text button 352325a, an internet button 352325b, an entertain button 352325c by way of example, and comments 357. When a user selects the text button 352325a, the picture area occupied with a word processor window for a text is displayed more brightly than the other area. Further, when a user selects the internet button 352325b, the picture area occupied with an internet browsing window of the Internet is displayed more brightly than the other area.